



Convert browsers into buyers across Walmart’s digital shelves

Onsite Display allows you to showcase your brand and products across high-traffic placements on Walmart’s site and app, such as search and product pages, to land your brand front and center. By coupling compelling creative with our first-party data, you can reach relevant audiences based on shopping behaviour, context, or search intent throughout the shopper journey, building brand awareness and recognition as shoppers browse and compare.

Learn how Onsite Display drove new customer acquisition for a leading food brand through a targeted, always-on approach.

Crafting the right media mix

- Who** A leading food brand looking to acquire new-to-brand customers.
- What** A tailored always-on Onsite Display campaign that focused on the exact audience the brand was looking to engage.
- How** Using customized contextual audience and ROS targeting to reach lapsed purchasers, category shoppers, previous add-to-carts, all-Walmart audiences, and cultural moment audiences, this brand not only achieved but exceeded their goals.



Delivering results and exceeding expectations



162%

sales lift when compared to the same period of the prior year

43%

of campaign-attributed purchases were made by new-to-brand customers

2.9x

OMNI ROAS across tactics

16%

outperformance of ROAS benchmark

Ready to drive results and create an experience unique to your brand?

[Connect with us today!](#)

Source: Walmart first-party data, January 30 – December 31, 2025. Sales lift is incremental product sales lift driven by targeted campaign advertisements from the campaign start date to the campaign end date plus an additional 30-day lookback attribution period. It is calculated as the percentage difference measured in average spend per customer from the ad-exposed test group over the non-exposed control group. New-to-brand is an ad-exposed customer who purchases a brand’s product from Walmart’s site or app after not purchasing the brand the previous 12 months. Past results do not guarantee future performance.